

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 ICA-20 STR-07 CIAE-00 INR-10
NSAE-00 SP-02 SIL-01 LAB-04 /065 W
-----010566 211221Z /42

R 211028Z JUN 78
FM AMEMBASSY BUDAPEST
TO USDOC WASHDC
INFO SECSTATE WASHDC 1763
AMEMBASSY BERLIN
AMEMBASSY BUCHAREST
AMEMBASSY MOSCOW
AMEMBASSY PRAGUE
AMEMBASSY SOFIA
AMEMBASSY WARSAW
AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 BUDAPEST 2497

VIENNA FOR EWTDSO

E.O. 11652: N/A
TAGS: BEXP, HU
SUBJECT: TRADE PROMOTION SCHEDULE FOR FY '80

REF: A) USDOC 9030, B) 77 BUDAPEST 3708, C) BUDAPEST 2400

1. SUMMARY: EMBASSY RECOMMENDS MIPEL '79 CATALOG SHOW, ELECTRONICS EQUIPMENT EXHIBITION AT 1980 BUDAPEST SPRING FAIR, AND FIRST FOUR TSS THEMES LISTED PARA 2 BELOW AS FY 1980 TRADE PROMOTION PROGRAM FOR HUNGARY. REMAINING FIVE THEMES BELOW ARE SUGGESTED AS ALTERNATES.

2. SUBMITTED BELOW ARE EMBASSY'S SUGGESTIONS FOR FY '80 TRADE PROMOTION PROGRAM FOR HUNGARY.

A) EXHIBITIONS:
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1) MIPEL '79 - GIVEN HIGH DEGREE OF INTEREST ON PART OF HUNGARIANS IN USBDO DISPLAY AT MIPEL '77 AND ANTICIPATED APPROVAL OF TRADE AGREEMENT EXTENDING MFN (NOT ANTICIPATED AT WRITING OF REF B), EMBASSY RECOMMENDS ANOTHER SUCH BDO ON INDUSTRIAL ELECTRONICS FOR MIPEL '79. WE FURTHER RECOMMEND THAT THE MIPEL '79 BDO BE FOLLOWED

WITH USDOC SPONSORED EXHIBITION OF ELECTRONIC EQUIPMENT (INCLUDING INDUSTRIAL ELECTRONIC EQUIPMENT) IN 1980 BUDAPEST SPRING FARI. MIPEL '77 EXHIBITS OCCUPIED ONLY HALF THE FLOOR SPACE OF PAVILION D AND ATTRACTED PERHAPS 50,000 SPECTATORS. EXHIBITS AT THE SPRING FAIR OCCUPIED THE ENTIRE FAIRGROUNDS AND DREW NEARLY 500,000 VISITORS. WE BELIEVE U.S. MANUFACTURERS WOULD REALIZE SUBSTANTIALLY MORE BUSINESS OPPORTUNITIES BY EXHIBITING AT THE SPRING FARI THAN AT MIPEL. FOR MIPEL, A BDO IS SUFFICIENT.

2) 1980 BUDAPEST SPRING FAIR - FOR REASONS OUTLINED ABOVE, EMBASSY RECOMMENDS "ELECTRONIC EQUIPMENT" AS THEME FOR THIS EXHIBITION.

B) TSS'S: RANKED BY MARKET POTENTIAL

1) CHEMICAL ANALYTICAL EQUIPMENT - HUNGARY'S CHEMICAL INDUSTRY IS EXPANDING RAPIDLY. (SEE TRANSLATION OF MUSZAKAI ELET ARTICLE, TO BE POUCHED TO BEWT JUNE 23.) GIVEN PRODUCERS' CONCERN FOR QUALITY PRODUCTION THIS THEME WOULD BE OF CONSIDERABLE INTEREST.

2) PACKAGING EQUIPMENT - HUNGARIAN ENTERPRISE AND FTO OFFICIALS HAVE INDICATED GREAT INTEREST IN THIS THEME. THIS IS ONE AREA IN WHICH EXPORT ENTERPRISES UNCLASSIFIED

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WOULD WANT TO IMPROVE. WE BELIEVE THERE WOULD BE LESS INTEREST IN CONTAINERS PER SE.

3) MATERIALS TESTING EQUIPMENT - IN VIEW OF TREND TOWARD EFFICIENCY IN PRODUCTION AND QUALITY PRODUCTS, THIS EQUIPMENT WOULD BE WELL RECEIVED IN HUNGARY.

4) MINING EQUIPMENT - THE SEARCH FOR NEW SOURCES OF ENERGY AND NATURAL RESOURCES IN HUNGARY IS QUITE ACTIVE. IN ADDITION, HUNGARY MANUFACTURES SOME MINING EQUIPMENT AND TAKES PART IN RESOURCES EXPLORATION PROJECTS IN THIRD COUNTRIES. ADVANCED TECHNOLOGY IN THIS FIELD WOULD FIND ATTRACTIVE MARKET HERE.

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-----010691 211223Z /41

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FM AMEMBASSY BUDAPEST
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INFO SECSTATE WASHDC 1764
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5) CONSTRUCTION MATERIALS PRODUCTION EQUIPMENT -
DEMAND FOR HOUSING IN HUNGARY GREATLY EXCEEDS THE NATION'S
CAPACITY TO SUPPLY. DESPITE CONSTRUCTION PROJECTS IN
PROGRESS THROUGHOUT THE CITY TOGETHER WITH LARGE PRE-FAB
HIGH-RISE APARTMENT COMPLEXES SCATTERED HERE AND THERE,
DEMAND CONTINUES TO RISE. LARGE INVESTMENT PROJECTS
STARTED WITHIN THE CURRENT PLAN PERIOD HAVE STRAINED THE
NATION'S ABILITY TO ALLOCATE SCARCE LABOR AND MATERIAL
RESOURCES FOR HOUSING CONSTRUCTION. GIVEN FACT THAT
THIS SITUATION IS NOT LIKELY TO CHANGE IN THE FORESEEABLE
FUTURE, U.S. MANUFACTURERS OF LABOR-SAVING CONSTRUCTION
TECHNOLOGY MAY FIND A RECEPTIVE MARKET HERE.

6) PROCESS CONTROL INSTRUMENTATION AND
EQUIPMENT - IN ADDITION TO DEVELOPMENTS IN HUNGARY'S
CHEMICAL INDUSTRY, DEVELOPMENTS IN THE FOOD PROCESSING
INDUATRY SUGGEST THAT THIS EQUIPMENT SHOULD BE OF
INTEREST.

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7) MINI-COMPUTERS - HUNGARY WISHES TO EXPAND ITS
COMPUTER UTILIZATION AND MANUFACTURING CAPABILITIES.
THIS THEME IS OF INTEREST AND COULD BE INCLUDED IN 1980
SPRING FAIR EXHIBIT OF ELECTRONIC EQUIPMENT OR PROMOTED
SPEARATELY VIA TSS.

8) GEOPHYSICAL EXPLORATION EQUIPMENT - SEE ITEM
FOUR ABOVE.

9) AIRPORT SYSTEMS - GIVEN PLANS TO EXPAND AND
MODERNIZE FERIHEGY AIRPORT THROUGH THE MID-1980'S,
THIS WOULD BE USEFUL THEME. EMBASSY DOES NOT HAVE SOLID
INFORMATION AT THIS POINT AS TO TARGET DATES FOR
COMPLETION OF VARIOUS PHASES AND EQUIPMENT NEEDED. WE
WILL REPORT ON THIS LATER.

3. EMBASSY WOULD WELCOME USDOC'S COMMENTS ON ABOVE
PROPOSALS FOR HUNGARY.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BUDAPE02497
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780258-0779
Format: TEL
From: BUDAPEST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780637/aaaabfvx.tel
Line Count: 183
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4494b784-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 BUDAPEST 3708, 78 BUDAPEST 2400
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2271034
Secure: OPEN
Status: NATIVE
Subject: TRADE PROMOTION SCHEDULE FOR FY '80
TAGS: BEXP, HU
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/4494b784-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014